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Novelty, Mo. 63460

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August 25, 1994

To Whom it may concern;

Since I had the privilege of raising a large family who had the advantage of educational TV in their formative years in the '60's and '70's, some of that before the time of kindergarten here, it was easy to see how important it was to begin their formal education in their home at times that were suitable for children. The enforcement of the Children's Television Act of 1990 must be enforced if this country expects to build a worthwhile background for its future citizens.

With the availability of TV it would be a disgrace to our forefathers if it is not used to educate and inform all ages, especially children, and at suitable times of day.

Respectfully,

Martha Swann

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Aug. 24, 1994

Rt. 3 Box 59

Grofton, WV 26354

Dear Honorable Reed Hundt,

The National Association for Family and Community Education (NAFCE) VOLUNTEER organization has been working to improve television programming for children.

I request; to strengthen the guidelines for enforcement of the Children's Television Act of 1990 to provide more educational and informational programs for children.

I request a clearer definition of educational programs and these programs be shown when children would most likely to be watching TV. I believe one hour a day would be a minimum amount of time.

I know it takes time and money to develop these programs. I thank you for the progress and encourage you to tackle so we will make a difference in our children which is our future.

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Sincerely,

Mabel B. Rogers

American
Academy of
Pediatrics



**Department of Government
Liaison**

American Academy of Pediatrics
The Homer Building
601 Thirteenth Street, NW
Suite 400 North
Washington, DC 20005
202/347-8600
800/336-5475
Fax 202/393-6137

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August 26, 1994

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The Honorable Reed Hundt
Chairman
Federal Communications Commission
1919 M Street, N.W., Room 814
Washington, D.C. 20554

Dear Mr. Hundt:

This letter is in regard to the Federal Communication Commission hearing of June 28, 1994, which explored the FCC's regulations pertaining to the Children's Television Act. Under consideration were the current definition of informational and educational programming under the Children's Television Act, as well as the amount of such programming necessary for a broadcaster to meet its obligation under this law. The American Academy of Pediatrics strongly urges you to require that broadcasters air *at least* one hour per day of educational programs for children.

The American Academy of Pediatrics represents over 48,000 pediatricians committed to the health and welfare of the nation's infants, children, adolescents and young adults. Of the many issues the Academy advocates for on behalf of children are those pertaining to children's television, including the lack of educational programming, unfair advertising to children, and television violence. We commend the FCC for examining whether broadcasters are meeting their obligation to children under the Children's Television Act. The Academy believes that broadcasters are not serving children as the law intended.

The AAP worked for over a decade with concerned Members of Congress and other child advocates to have the Children's Television Act enacted. In order for the Act to gather enough support for passage, compromises to the bill were necessary, and we were disappointed that the law did not specify the number of hours of programming required of a broadcaster to serve the obligations to its child audience. We believe that this lack of specification has led to confusion among the broadcast industry as to what is actually required of them in the way of children's programming. As the FCC has learned in the past year during review of license renewals, broadcasters are successful in complying with limits on commercial minutes because the

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Page 2

Letter to Reed Hundt

August 26, 1994

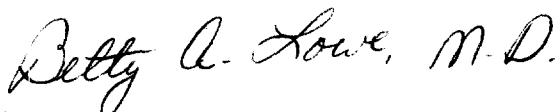
amount of commercials allowed per hour is clearly defined. We believe questions about the amount of educational programming required of a station would be more easily answered if at least one hour per day of such programs were required.

Under the rules developed by the FCC to implement the CTA in 1991, short-segment programming and public service announcements were allowed to contribute to the broadcaster's obligation under the CTA. We believe the broadcasters should place their primary reliance in establishing compliance with the CTA on standard-length programming that is specifically designed to serve the educational and informational need of children, and should accord short-segment programs secondary importance. Such programs should be at least one half-hour in duration.

The Communications Act declares that broadcast airwaves belong to the American public. Broadcast licenses cede "free and exclusive use" of the airwaves for a fixed period of time, but in return they are required to serve the "public interest, convenience, and necessity." We believe that the public interest of children is not being well served by most of the programs currently offered by broadcasters. Rather than educate and inform, the intent of the programs is to convert children into consumers. Many of the programs currently offered have been developed around the promotion of toys, and the programs in our eyes therefore constitute half-hour long commercials.

Because children learn from what they see and hear, it should surprise no one that commercials turn even the youngest child into a consumer, or that violent programs cause aggressive behavior in children. Families need alternative programs to show to their children. While public programming and the use of video-cassette tapes may be the answer for some families, these options are not available to all families. Based upon what we've learned about broadcaster compliance with the Children's Television Act over the past few years, it appears that it is now time to implement stronger regulations to force the industry to act responsibly. We trust the Commission will take appropriate action to ensure that this occurs.

Sincerely yours,

A handwritten signature in cursive script that reads "Betty A. Lowe, M.D.".

Betty A. Lowe, M.D.
President

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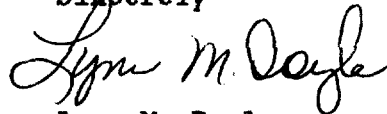
The Honorable Reed Hundt, Chairman
Federal Communications Commission
1919 M. Street N.W., Room 814
Washington, DC 20554

Dear Honorable Hundt:

I am a new mother of a precious 7 month old daughter. I would like to applaud the Children's Television Act of 1990 and ask you to strengthen the guidelines to provide more educational and informational programs for children.

Even at my daughter's young age, she is fascinated by the TV. One of the things I am most concerned with is the use of television as a sales medium. I am referring to programs that are developed specifically to sell toys, food, or other products. These programs do not meet educational needs. We know that television is a powerful influence. Please help our society by giving our children special consideration. Our children are innocent victims of tv mass merchandising programs. Please provide clearer guidelines so more quality programs can be produced and eliminate the sales medium development of childrens shows.

Sincerely



Lynn M. Doyle
Concerned Parent

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KYES

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ANCHORAGE

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Reed Hundt
Chairman
Federal Communications Commission
1919 M St. N.W.

August 24, 1994

Dear Mr. Hundt;

I have read in the August 1, 1994 issue of Broadcasting & Cable that you want to revisit the 'social compact' between broadcasters and the public, and that "... (you) want to hear from everyone...".

I fear that the louder, closer, voices of large broadcasting companies may deafen you to the sound of small broadcasters in more remote locals. Since taking time to write subtracts available time for maintaining our station, I would like affirmation that you really want to hear from me. So, please review the following, and let me know of your interest in further correspondence, if any.

I have worked in broadcasting in the 30 years since I was a teenager. In that time I have often reflected on what changes I would like to see in government regulation. Below is a sampling of my thoughts.

Antitrust. Diverse access to the airways is paramount to preservation of our democratic system. Increased concentration of control through relaxed ownership enhances my private interest as a broadcaster, erodes diversity of opinion, and thereby reduces the strength of our democracy.

Communications Act. Changing from analog to digital broadcasting vastly reduces or eliminates mutual interference zones between stations on the same channel in the same geographic area. The result is that a receiver will hear the same number of radio "First Amendment" speakers no matter how many stations crowd the spectrum. This undermines the legal rationale for government licensing of broadcast stations. Expect a serious legal challenge to government authority, as made possible by digital technology.

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Public Interest and Commercial Broadcasting. Give the broadcaster a choice. A; Don't play cigarette advertising, meet kids educational needs, acknowledge obligations to air all sides of a controversial issue, etc., or B; pay a Spectrum Royalty Fee. At least half the fee might go to CPB, enabling public broadcasters to assume to public interest obligations avoided by broadcasters electing B.

I will, if you wish, spend some time developing these and other ideas. Please let me know of your interest.



Jeremy Langman

KYES-TV

President, Fireweed Communications Corp.

MM 93-48

JOHN V. SURR
ADVOCATE FOR YOUNG CHILDREN
8217 LILLY STONE DRIVE • BETHESDA, MARYLAND 20817-4505
(301) 469-9170 (FAX USUALLY OFF)
August 26, 1994

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The Honorable Reed Hundt, Chairman
Federal Communications Commission
1919 M St., NW Room 814
Washington, DC 20554

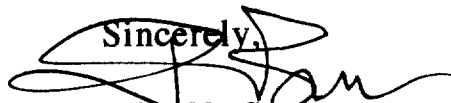
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Dear Chairman Hundt:

As Chair of the American Bar Association's subcommittee on Television Violence, as Treasurer of the Children's Foundation, as Legislative Representative of the Maryland AEYC, and as a concerned citizen, I urge you to defend the best interests of our nation's children by strengthening the guidelines for the Children's Television Act.

I work every day with young children, and every day I see the terrible effects of the junk they see on TV. Aggression, short attention spans, and a lack of imagination, all produced by watching television, are leaving them ill-prepared to face the awesome challenges that we will leave to them. Others have documented well to you these problems. I can only repeat their pleas that the Commission exercise more real leadership in convincing broadcasters, cable stations using wireless facilities, and other licensees, that if they don't act much more responsibly, then you will have to take unpopular measures to require them to do so.

In a very real sense, only the FCC can stand *in loco parentis* to protect the rights of America's children to grow up in sound mental health. Specifically, right now you need to provide broadcasters with a much clearer definition of "educational" programming, and you must ensure that they air these programs at least for one hour a day between 7 a.m. and 10 p.m. as a regular schedule. Our future as pensioners and the prospects for the United States in an increasingly competitive world require that you take steps such as these to keep television, our children's most important teacher, from undermining their potential in the ways indicated above.

Sincerely,

John V. Surr

cc: Center for Media Education

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19 St. Johns Ct.
San Mateo, CA 94401
August 23, 1994

Chairman Reed Hundt
Federal Communications Commission
191 M St. N.W.
Washington, D. C. 20054

Dear Chairman Hundt:

On March 25, 1993 the National Foundation to Improve Television filed a Petition for Rule Making with the FCC proposing that the FCC issue a set of rules concerning dramatized violence in television programming.

To date, the FCC has done nothing with respect to this petition even though a broad coalition of national organizations, including the PTA, National Council of Churches, and the American Medical Association.

I would like to see these rules enacted, or at least considered by the FCC.

Sincerely yours,

Jean Horton

Jean Horton

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